

## **City of Scottsdale Demographic Trends Analysis**

The data included in this report are projections based on the 2000 U.S. Census, generated by Sites USA, and are intended for use by the business community. Population and other figures may differ from other analyses done by the City of Scottsdale.

**December 2006  
City of Scottsdale  
Economic Vitality Department**

# DEMOGRAPHIC TRENDS

**December 2006**

---

Scottsdale City Council

Mary Manross  
Mayor

Betty Drake

Robert Littlefield

Wayne Ecton

Ron McCullagh

W.J. "Jim" Lane

Tony Nelssen

Janet M. Dolan  
City Manager

---

An annual publication of:

The City of Scottsdale  
Economic Vitality Department  
7447 E. Indian School Road, Suite 200  
Scottsdale, AZ 85251  
(480) 312-7989  
(480) 312-2672  
[www.scottsdaleaz.gov/economics/reports](http://www.scottsdaleaz.gov/economics/reports)  
[jhawkes@ScottsdaleAZ.gov](mailto:jhawkes@ScottsdaleAZ.gov)

## TABLE OF CONTENTS

|                             |    |
|-----------------------------|----|
| Introduction                | 5  |
| Demographic Trends Analysis | 6  |
| City of Scottsdale          | 7  |
| Planning Zone A             | 8  |
| Planning Zone B             | 10 |
| Planning Zone C             | 12 |
| Planning Zone D             | 14 |
| Planning Zone E             | 16 |

## INDEX

|   |    |
|---|----|
| Map 1 (City of Scottsdale Planning Zones) | 6  |
| Map 2 (Planning Zone A)                   | 8  |
| Map 3 (Planning Zone B)                   | 10 |
| Map 4 (Planning Zone C)                   | 12 |
| Map 5 (Planning Zone D)                   | 14 |
| Map 6 (Planning Zone E)                   | 16 |

## INTRODUCTION

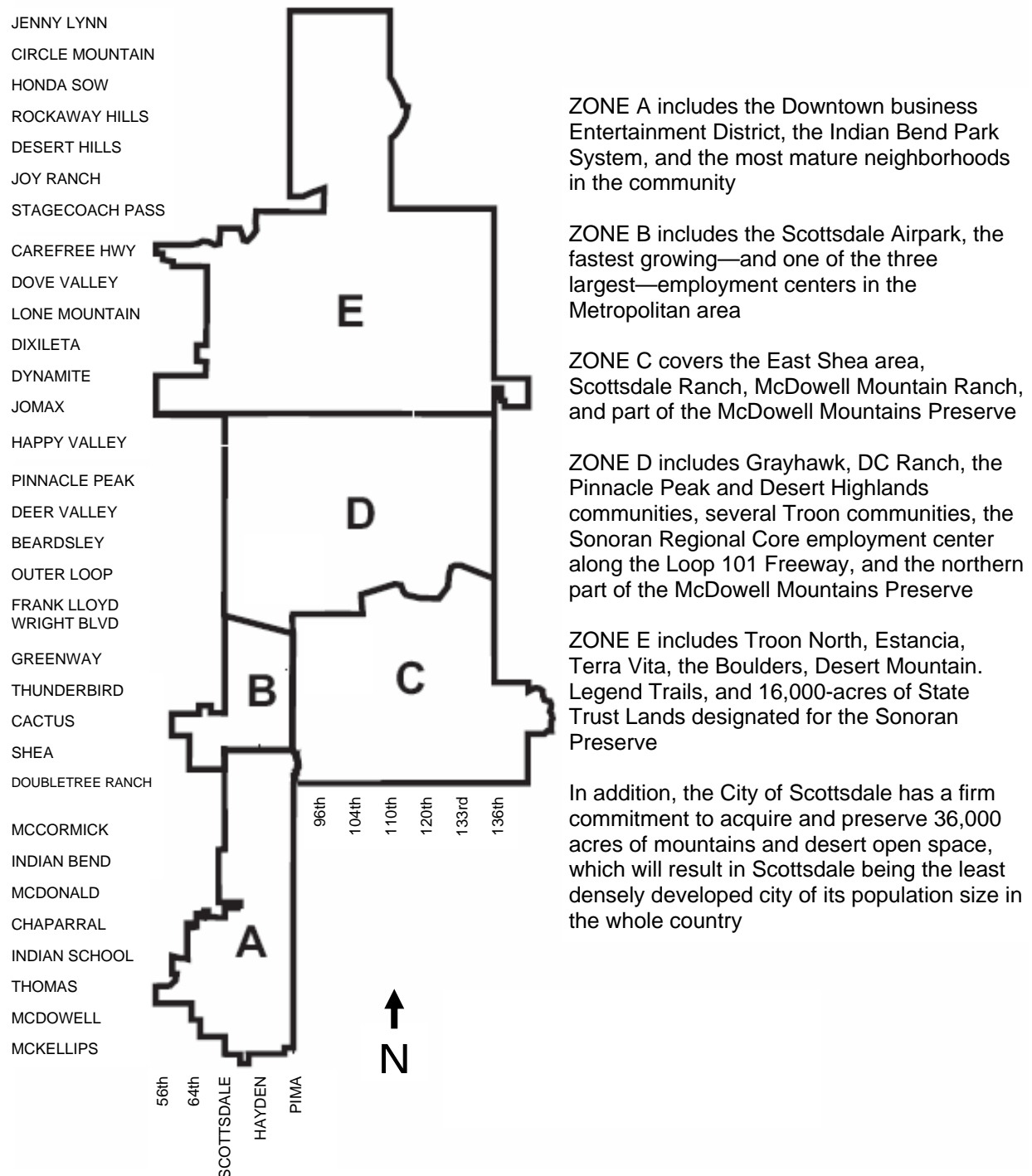
Analysis of demographic trends provides data necessary for and relevant to the economic and social fabric of a community. The Demographic Trends Analysis provides data on the City of Scottsdale as a whole and, for comparison purposes, breaks the City into 5 Planning Zones. These Zones were established based on residential, commercial, and community features in each area. Each of the five Planning Zones has unique characteristics that combine to create a diverse and exceptional community.

The Demographic Trends Analysis provides a snapshot of the City of Scottsdale and specific areas, called planning zones, within the City. The majority of the data used in the analysis are estimates and/or projections, based on the 2000 U.S. Census, generated by Sites USA software. Please be aware that the Census Bureau changes the categories and structure of information requested of the American public from one Census to the next.



# DEMOGRAPHIC TRENDS ANALYSIS

Map 1  
City of Scottsdale Planning Zones



## City of Scottsdale

### Population

|       |         |
|-------|---------|
| 1990  | 130,069 |
| 1995  | 167,277 |
| 2000  | 202,705 |
| 2005* | 226,390 |
| 2006* | 238,270 |

### Size (sq. miles)

184.2

### Density (persons per sq. mile)

1,265

### Age (2006)

|         |       |
|---------|-------|
| 0 - 4   | 5.7%  |
| 5 - 19  | 16.8% |
| 20 - 24 | 4.8%  |
| 25 - 34 | 13.4% |
| 35 - 54 | 30.6% |
| 55 - 74 | 21.6% |
| 75+     | 7.1%  |

### Median Age

40.3 yrs

### Median Household Income (2006)

|                       |       |
|-----------------------|-------|
| Less than \$10,000    | 4.8%  |
| \$10,000 - \$14,999   | 2.9%  |
| \$15,000 - \$24,999   | 7.4%  |
| \$25,000 - \$34,999   | 8.5%  |
| \$35,000 - \$49,999   | 12.6% |
| \$50,000 - \$74,999   | 18.4% |
| \$75,000 - \$99,999   | 12.1% |
| \$100,000 - \$149,999 | 15.7% |
| \$150,000 - \$199,999 | 7.1%  |
| \$200,000+            | 10.6% |

### Median Household Income

\$68,053

### Employment

|      |         |
|------|---------|
| 1990 | 70,281  |
| 1995 | 87,468  |
| 2000 | 108,227 |
| 2005 | 145,034 |
| 2006 | 167,129 |

### Housing Units

|       |         |
|-------|---------|
| 1990  | 67,371  |
| 1995  | 79,020  |
| 2000  | 104,744 |
| 2005* | 117,090 |
| 2006* | 117,802 |

### Households

|      |         |
|------|---------|
| 1990 | 54,357  |
| 1995 | 86,232  |
| 2000 | 90,669  |
| 2005 | 103,350 |
| 2006 | 103,634 |

### Average Household Size

2.23

### Family Households

59.5%

### Non-Family Households

40.5%

### Race (2006)

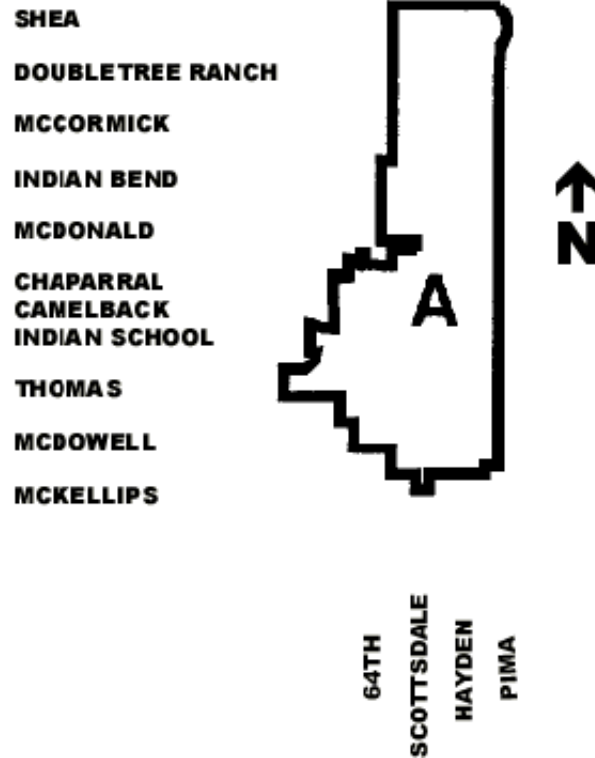
|                    |       |
|--------------------|-------|
| White              | 91.4% |
| Black              | 1.4%  |
| Native American    | 0.7%  |
| Asian              | 2.6%  |
| Pacific Islander   | 0.1%  |
| Other              | 2.1%  |
| Two Races Reported | 1.8%  |

### Ethnicity (2006)

|          |       |
|----------|-------|
| Hispanic | 13.0% |
|----------|-------|

\*Source: U.S. Census Bureau

## Map 2 Planning Zone A



Zone A is the established, more mature part of Scottsdale. The southernmost area contains neighborhoods typical of the 1960's and early 1970's. The northern part of the zone contains large, master-planned communities built in the late 1970's and early 1980's. Much of the City's retail, entertainment, and office activities are located in this zone.



## Planning Zone A

### Population

|      |         |
|------|---------|
| 1990 | 90,975  |
| 1995 | 97,947  |
| 2000 | 98,425  |
| 2005 | 100,862 |
| 2006 | 102,886 |

*Zone A % of City's population* 44.1%

**Size** (sq. miles) 22.02

**Density** (persons per sq. mile) 4,672

### Age (2006)

|         |       |
|---------|-------|
| 0 - 4   | 5.1%  |
| 5 - 19  | 15.1% |
| 20 - 24 | 6.2%  |
| 25 - 34 | 15.3% |
| 35 - 54 | 26.9% |
| 55 - 74 | 21.8% |
| 75+     | 9.7%  |

Median Age 40.7

### Median Household Income (2006)

|                     |       |
|---------------------|-------|
| Less than \$10,000  | 6.8%  |
| \$10,000 - \$14,999 | 3.8%  |
| \$15,000 - \$24,999 | 9.8%  |
| \$25,000 - \$34,999 | 11.2% |
| \$35,000 - \$49,999 | 15.8% |
| \$50,000+           | 52.6% |

Median Household Income \$56,721

### Employment in Zone

|      |        |
|------|--------|
| 1990 | 46,876 |
| 1995 | 49,517 |
| 2000 | 52,157 |
| 2005 | 54,999 |
| 2006 | 57,996 |

*Zone A % of City's employment* 34.7%

### Housing Units

|      |        |
|------|--------|
| 1990 | 48,133 |
| 1995 | 47,974 |
| 2000 | 53,932 |
| 2005 | 55,026 |
| 2006 | 56,473 |

### Households

|      |        |
|------|--------|
| 1990 | 39,549 |
| 1995 | 45,992 |
| 2000 | 47,204 |
| 2005 | 51,423 |
| 2006 | 49,069 |

*Zone A % of City households (2005)* 47.3%

*Zone A avg. # of persons/household* 2.08

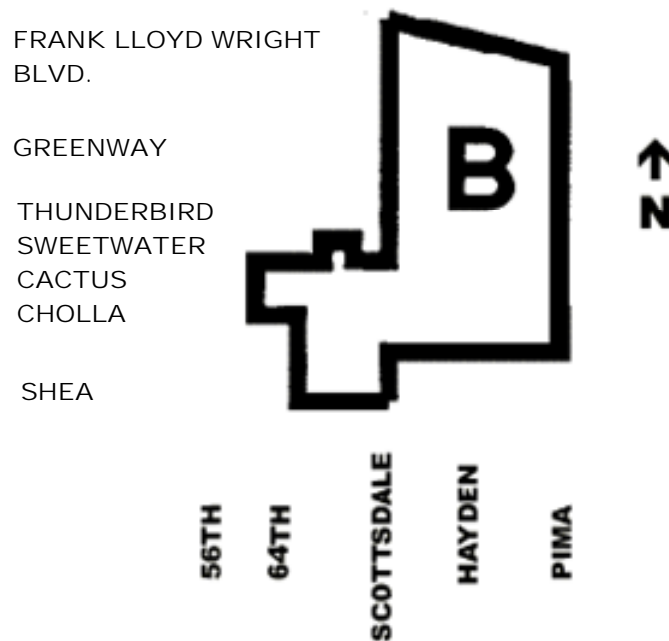
### Race (2006)

|                    |       |
|--------------------|-------|
| White              | 89.6% |
| Black              | 1.6%  |
| Native American    | 1.1%  |
| Asian              | 2.1%  |
| Pacific Islander   | 0.1%  |
| Other              | 3.5%  |
| Two Races Reported | 2.1%  |

### Ethnicity (2006)

|          |       |
|----------|-------|
| Hispanic | 16.9% |
|----------|-------|

### Map 3 Planning Zone B



Though relatively small, Zone B is packed with economic activity and a concentrated population base. The Scottsdale Airpark, home to over 2,500 businesses is located within this zone. The resident population in the area resides mainly in higher-density single-family homes, town homes, condominiums, and apartments.

## **Planning Zone B**

### **Population**

|      |        |
|------|--------|
| 1990 | 9,408  |
| 1995 | 11,305 |
| 2000 | 11,829 |
| 2005 | 12,570 |
| 2006 | 13,847 |

*Zone B % of City's population* 5.9%

**Size** (sq. miles) 8.97

**Density** (persons per sq. mile) 1,544

### **Age** (2006)

|         |       |
|---------|-------|
| 0 - 4   | 5.5%  |
| 5 - 19  | 20.1% |
| 20 - 24 | 4.0%  |
| 25 - 34 | 10.3% |
| 35 - 54 | 32.4% |
| 55 - 74 | 21.3% |
| 75+     | 6.6%  |

Median Age 41.0

### **Median Household Income** (2006)

|                     |       |
|---------------------|-------|
| Less than \$10,000  | 3.2%  |
| \$10,000 - \$14,999 | 2.3%  |
| \$15,000 - \$24,999 | 5.1%  |
| \$25,000 - \$34,999 | 5.4%  |
| \$35,000 - \$49,999 | 10.3% |
| \$50,000+           | 73.6% |

Median Household Income \$87,813

### **Employment in Zone**

|      |        |
|------|--------|
| 1990 | 4,886  |
| 1995 | 5,484  |
| 2000 | 6,082  |
| 2005 | 31,951 |
| 2006 | 37,970 |

*Zone B % of City's employment* 22.7%

### **Housing Units**

|      |       |
|------|-------|
| 1990 | 3,877 |
| 1995 | 4,603 |
| 2000 | 5,156 |
| 2005 | 5,546 |
| 2006 | 6,149 |

### **Households**

|      |       |
|------|-------|
| 1990 | 3,438 |
| 1995 | 4,412 |
| 2000 | 4,689 |
| 2005 | 5,241 |
| 2006 | 5,550 |

*Zone B % of City households (2006)* 5.4%

*Zone B avg. # of persons/household* 2.47

### **Race** (2006)

|                    |       |
|--------------------|-------|
| White              | 92.3% |
| Black              | 1.1%  |
| Native American    | 0.5%  |
| Asian              | 3.5%  |
| Pacific Islander   | 0.2%  |
| Other              | 1.0%  |
| Two Races Reported | 1.4%  |

### **Ethnicity** (2006)

|          |      |
|----------|------|
| Hispanic | 9.9% |
|----------|------|

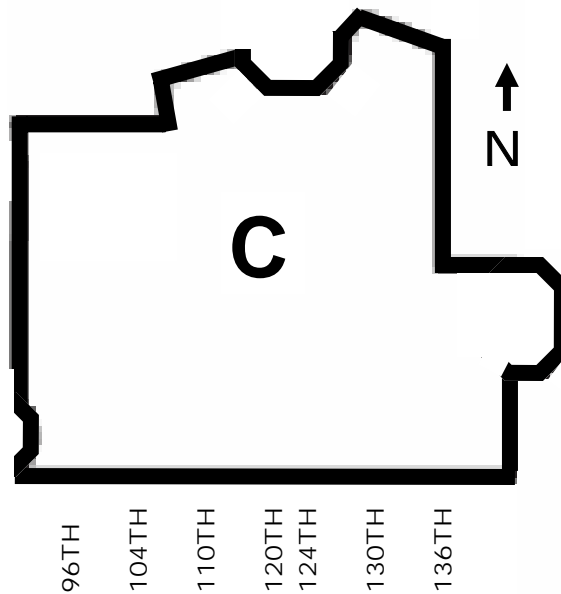
## Map 4 Planning Zone C

OUTER LOOP

FRANK LLOYD  
WRIGHT BLVD

GREENWAY  
THUNDERBIRD  
SWEETWATER  
CACTUS  
CHOLLA  
SHEA

DOUBLETREE  
RANCH RD



Zone C contains several major master-planned communities, bringing significant residential growth with small areas of concentrated commercial activity. This zone also contains the Pima Freeway (101), which connects with I-17 to the West, and AZ-202 to the South.

## Planning Zone C

### Population

|      |        |
|------|--------|
| 1990 | 26,181 |
| 1995 | 45,229 |
| 2000 | 62,288 |
| 2005 | 67,210 |
| 2006 | 70,633 |

*Zone C % of City's population* 30.3%

**Size** (sq. miles) 34.38

**Density** (persons per sq. mile) 2,054

### Age (2006)

|         |       |
|---------|-------|
| 0 - 4   | 6.3%  |
| 5 - 19  | 19.7% |
| 20 - 24 | 4.3%  |
| 25 - 34 | 13.5% |
| 35 - 54 | 33.5% |
| 55 - 74 | 17.8% |
| 75+     | 4.9%  |

Median Age 38.1

### Median Household Income (2006)

|                     |       |
|---------------------|-------|
| Less than \$10,000  | 3.3%  |
| \$10,000 - \$14,999 | 2.4%  |
| \$15,000 - \$24,999 | 5.9%  |
| \$25,000 - \$34,999 | 7.0%  |
| \$35,000 - \$49,999 | 11.5% |
| \$50,000+           | 69.8% |

Median Household Income \$85,806

### Employment in Zone

|      |        |
|------|--------|
| 1990 | 9,689  |
| 1995 | 19,467 |
| 2000 | 32,100 |
| 2005 | 27,560 |
| 2006 | 25,568 |

*Zone C % of City's employment* 15.3%

### Housing Units

|      |        |
|------|--------|
| 1990 | 13,536 |
| 1995 | 20,742 |
| 2000 | 29,730 |
| 2005 | 32,290 |
| 2006 | 33,743 |

### Households

|      |        |
|------|--------|
| 1990 | 10,397 |
| 1995 | 18,839 |
| 2000 | 26,614 |
| 2005 | 32,355 |
| 2006 | 29,715 |

*Zone C % of City households (2006)* 28.7%

*Zone C avg. # of persons/household* 2.36

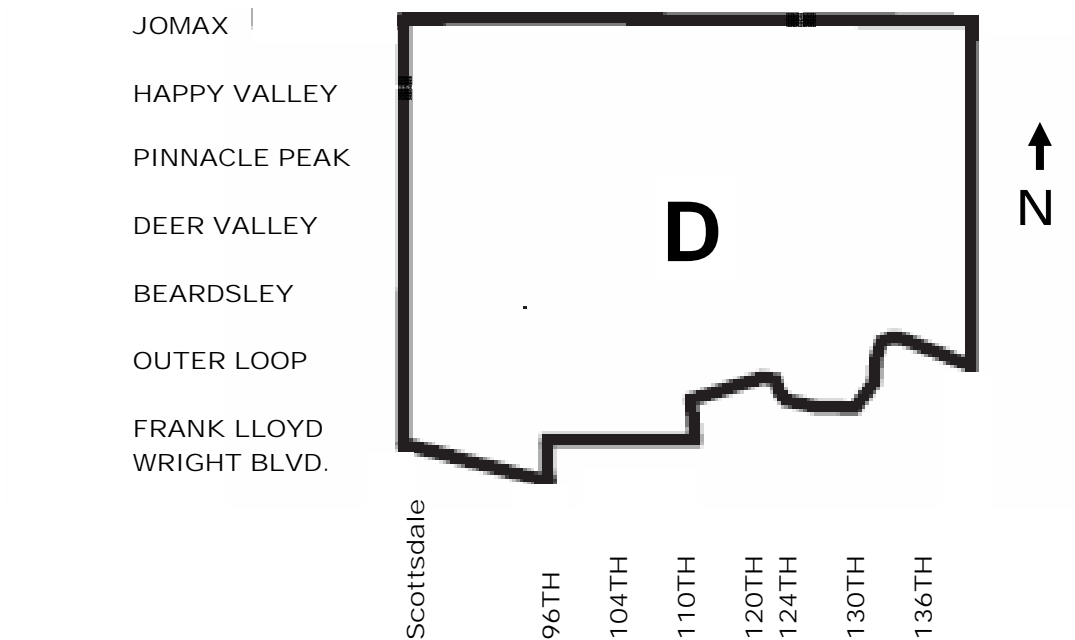
### Race (2006)

|                    |       |
|--------------------|-------|
| White              | 92.3% |
| Black              | 1.3%  |
| Native American    | 0.4%  |
| Asian              | 3.2%  |
| Pacific Islander   | 0.1%  |
| Other              | 0.9%  |
| Two Races Reported | 1.7%  |

### Ethnicity (2006)

|          |       |
|----------|-------|
| Hispanic | 10.1% |
|----------|-------|

## Map 5 Planning Zone D



Zone D is dominated by master-planned communities built in the mid- to late-1980's. Many of these communities include golf courses. Relatively little commercial development exists within this zone.

## Planning Zone D

### Population

|      |        |
|------|--------|
| 1990 | 2,314  |
| 1995 | 7,332  |
| 2000 | 19,638 |
| 2005 | 29,363 |
| 2006 | 27,492 |

*Zone D % of City's population* 11.8%

**Size** (sq. miles) 47.5

**Density** (persons per sq. mile) 579

### Age (2006)

|         |       |
|---------|-------|
| 0 - 4   | 7.6%  |
| 5 - 19  | 14.9% |
| 20 - 24 | 2.8%  |
| 25 - 34 | 12.4% |
| 35 - 54 | 33.0% |
| 55 - 74 | 24.1% |
| 75+     | 5.3%  |

Median Age 41.8

### Median Household Income (2006)

|                     |       |
|---------------------|-------|
| Less than \$10,000  | 2.3%  |
| \$10,000 - \$14,999 | 1.4%  |
| \$15,000 - \$24,999 | 4.6%  |
| \$25,000 - \$34,999 | 4.5%  |
| \$35,000 - \$49,999 | 6.6%  |
| \$50,000+           | 80.6% |

Median Household Income \$113,323

### Employment in Zone

|      |        |
|------|--------|
| 1990 | 616    |
| 1995 | 2,758  |
| 2000 | 9,673  |
| 2005 | 12,625 |
| 2006 | 15,575 |

*Zone D % of City's employment* 9.3%

### Housing Units

|      |        |
|------|--------|
| 1990 | 1,170  |
| 1995 | 3,391  |
| 2000 | 9,595  |
| 2005 | 14,619 |
| 2006 | 13,611 |

### Households

|      |        |
|------|--------|
| 1990 | 505    |
| 1995 | 3,088  |
| 2000 | 5,772  |
| 2005 | 10,495 |
| 2006 | 11,487 |

*Zone D % of City households (2006)* 11.1%

*Zone D avg. # of persons/household* 2.39

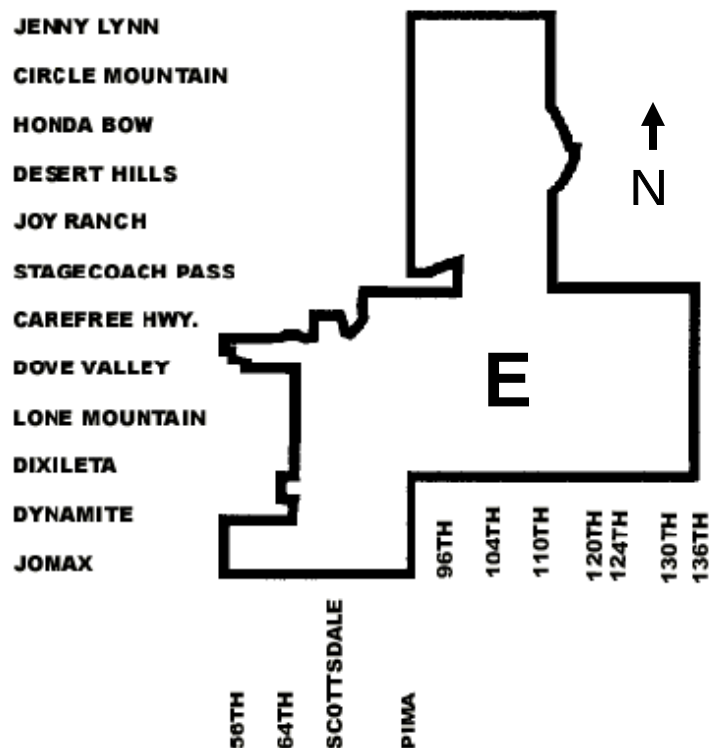
### Race (2006)

|                    |       |
|--------------------|-------|
| White              | 93.0% |
| Black              | 1.4%  |
| Native American    | 0.3%  |
| Asian              | 2.7%  |
| Pacific Islander   | 0.1%  |
| Other              | 1.1%  |
| Two Races Reported | 1.4%  |

### Ethnicity (2006)

|          |      |
|----------|------|
| Hispanic | 9.9% |
|----------|------|

## Map 6 Planning Zone E



Zone E is a low density, high-desert environment. Several master-planned communities with golf amenities are located in this zone, and more residential growth is expected in the next 10 years. There is relatively little commercial activity in this zone.



## Planning Zone E

### Population

|      |        |
|------|--------|
| 1990 | 1,791  |
| 1995 | 5,464  |
| 2000 | 10,315 |
| 2005 | 16,384 |
| 2006 | 12,844 |

*Zone E % of City's population* 5.5%

**Size** (sq. miles) 71.66

**Density** (persons per sq. mile) 179

### Age (2006)

|         |       |
|---------|-------|
| 0 - 4   | 4.3%  |
| 5 - 19  | 13.4% |
| 20 - 24 | 2.3%  |
| 25 - 34 | 7.2%  |
| 35 - 54 | 35.9% |
| 55 - 74 | 32.6% |
| 75+     | 4.4%  |

Median Age 48.2

### Median Household Income (2006)

|                     |       |
|---------------------|-------|
| Less than \$10,000  | 2.2%  |
| \$10,000 - \$14,999 | 1.1%  |
| \$15,000 - \$24,999 | 3.4%  |
| \$25,000 - \$34,999 | 4.0%  |
| \$35,000 - \$49,999 | 5.3%  |
| \$50,000+           | 84.1% |

Median Household Income \$116,912

### Employment in Zone

|      |       |
|------|-------|
| 1990 | 910   |
| 1995 | 1,717 |
| 2000 | 5,234 |
| 2005 | 4,719 |
| 2006 | 4,204 |

*Zone E % of City's employment* 2.5%

### Housing Units

|      |       |
|------|-------|
| 1990 | 655   |
| 1995 | 2,414 |
| 2000 | 6,474 |
| 2005 | 9,608 |
| 2006 | 7,388 |

### Households

|      |       |
|------|-------|
| 1990 | 468   |
| 1995 | 2,218 |
| 2000 | 4,498 |
| 2005 | 4,696 |
| 2006 | 5,553 |

*Zone E % of City households (2006)* 5.4%

*Zone E avg. # of persons/household* 2.31

### Race (2006)

|                    |       |
|--------------------|-------|
| White              | 94.6% |
| Black              | 0.9%  |
| Native American    | 0.3%  |
| Asian              | 1.7%  |
| Pacific Islander   | 0.1%  |
| Other              | 1.1%  |
| Two Races Reported | 1.3%  |

### Ethnicity (2006)

|          |      |
|----------|------|
| Hispanic | 9.5% |
|----------|------|